

CLAIMS

We claim:

1. A wireless device having an identity, for notifying a user of a source of a page directed specifically to the identity of the wireless device, comprising:
- a housing;
  - a liquid crystal display (LCD) attached to the housing;
  - a liquid crystal display driver connected to the LCD for causing indicia to appear on the LCD;
  - a controller connected to the LCD driver for sending to the LCD a signal comprising indicia to appear on the LCD;
  - a programmable read only memory (PROM), preprogrammed with advertising indicia; and
  - a receiver connected to the controller for receiving a page signal directed specifically at the identity of the wireless device and for communicating the page signal to the controller, wherein the controller receives the page signal received by the receiver wherein the controller sends to the LCD driver a signal comprising the advertising indicia in the PROM for causing the LCD to display the advertising indicia, and wherein the controller will send to the LCD driver a signal comprising an identification of the source of the page.
2. The wireless device of claim 1 wherein the advertising indicia is a directed message.
3. The wireless device of claim 1 wherein the advertising indicia is logo.
4. The wireless device of claim 1 wherein the identity of the wireless device is a frequency.

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5. The wireless device of claim 1 wherein the identity of the wireless device is a frequency range.
6. The wireless device of claim 1 wherein the source of the page is a number to call.
7. The wireless device of claim 1 wherein the source of the page comprises a name of a person and a text message.
8. The wireless device of claim 1 wherein the receiver is continuously attempting to detect the page signal directed specifically at the identity of the wireless device.
9. The wireless device of claim 1 wherein the wireless device is a pager.
10. The wireless device of claim 1 wherein the wireless device is a personal digital assistant.
11. The wireless device of claim 1 wherein the wireless device is a cell phone.
12. The wireless device of claim 1 further comprising a power source for powering the controller and the LCD.
13. The wireless device of claim 1 wherein the PROM is an electrically erasable PROM (EEPROM) and wherein the preprogrammed advertising indicia therein can be changed.
14. The wireless device of claim 1 wherein the controller receives the page signal received by the receiver wherein the controller sends to the LCD driver a signal comprising the advertising indicia in the PROM for causing the LCD to display the advertising indicia, and wherein the controller sends to the LCD driver, within

five seconds or less from the sending of the signal comprising the advertising indicia, a signal comprising an identification of the source of the page.

15. The wireless device of claim 1 wherein the controller is an MCU Hitachi 3827.

16. A wireless device having an identity for notifying a user of a source of a page directed specifically to the identity of the wireless device, comprising:

a housing;

a display attached to the housing;

a driver connected to the display, for causing indicia to appear on the display;

a controller connected to the driver for sending to the display a signal comprising indicia to appear on the display;

a memory, preprogrammed with advertising indicia; and,

a receiver connected to the controller for receiving a page signal directed specifically at the identity of the wireless device and for communicating the page signal to the controller, wherein the controller receives the page signal received by the receiver wherein the controller sends to the driver a signal comprising the advertising indicia preprogrammed in the memory for causing the display to display the advertising indicia, and wherein the controller sends to the driver a signal comprising an identification of the source of the page for display on the display.

17. The wireless device of claim 16, wherein controller waits to send the signal comprising the advertising indicia to the driver until the user selects to view the source of the page.

18. A memory device for a wireless device, the wireless device having an identity, the wireless device for notifying a user of a source of a page directed specifically to the identity of the wireless device, and the wireless device comprising a housing; a display attached to the housing; a driver connected to the display, for causing indicia to appear on the display; a controller connected to the driver for

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sending to the display a signal comprising indicia to appear on the display; and a receiver connected to the controller, the receiver receiving a page signal directed specifically at the identity of the wireless device and for communicating the page signal to the controller, the memory device comprising:

a storage location preprogrammed with advertising indicia, wherein the controller receives the page signal received by the receiver wherein the controller sends to the driver a signal comprising the advertising indicia preprogrammed in the memory for causing the display to display the advertising indicia, and wherein the controller sends to the driver a signal comprising an identification of the source of the page for display on the display.

19. A method of providing advertising indicia to a user of a wireless device on the display of the wireless device, the wireless device for notifying the user of a source of a page directed specifically to an identity of the wireless device, the method comprising the steps of:

receiving an advertising request for placement of advertising indicia within the wireless device;

storing in a memory located within the wireless device the advertising indicia, before the user obtains permanent possession of the wireless device;

providing permanent possession of the wireless device to the user; and,

providing paging service to the user, wherein the user receives the page from the source, wherein the advertising indicia stored in the memory of the wireless device will appear on the display of the wireless device, and the source of the page will appear on the display of the wireless device.

20. The method of claim 19 wherein the source of the page will appear on the display after the advertising indicia will appear on the display.

21. The method of claim 19 wherein the step of storing takes place at a manufacturing facility of the wireless device.

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22. The method of claim 19 wherein the step of storing takes place a distributor of the wireless device.
23. The method of claim 19 wherein the step of storing comprises the steps of:  
connecting a personal computer to the wireless device;  
running software on the personal computer which will allow for communication between the personal computer and the wireless device;  
entering the advertising indicia into the personal computer;  
sending the advertising indicia to the wireless device from the personal computer for storage in the memory; and,  
disconnecting the wireless device from the personal computer.
24. The method of claim 19 wherein the wireless device is provided to the user free of charge.
25. The method of claim 24 wherein an entity that places the advertising request pays for at least a portion of the wireless device.
26. The method of claim 19 wherein the paging service is provided to user free of charge.
27. The method of claim 26 wherein an entity that places the advertising request pays for at least a portion of the paging service.
28. The method of claim 19 wherein a plurality of different advertising indicia are stored in memory, wherein when a first page is received, a first advertising indicia of the plurality of advertising indicia stored in memory is displayed on the display of the wireless device, and wherein a second page is received, a second advertising indicia of the plurality of advertising indicia stored in memory is displayed on the display of the wireless device.

29. The method of claim 28 wherein the first and second advertising indicia alternate being displayed on the display.
30. The method of claim 28 wherein the wireless device can be programmed to cause the first advertising indicia to appear on the display a particular percentage of the time of the overall number of pages for a given time period.
31. The method of claim 28 wherein the wireless device can be programmed to cause the first advertising indicia to appear on the display more than the second advertising indicia.
32. The method of claim 31 wherein an entity placing a first advertising request for the first advertising indicia to appear on the display pays more than an entity placing a second advertising request for the second advertising indicia to appear on the display.
33. The method of claim 28 wherein the wireless device is programmed at a distributor of the wireless device with the use of a personal computer and software.
34. The method of claim 19 further comprising the step of:  
programming the wireless device to display the advertising indicia for a first time length before the source of the page is displayed on the display.
35. The method of claim 34 wherein the first length of time begins after an alarm is complete.
36. The method of claim 35 wherein the alarm is a vibration of a vibrator within the wireless device.

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37. The method of claim 35 w
38. The method of claim 34 v  
time as an alarm begins in

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